WARNER BROS. MERCHANDISING PLAN FOR "The NARROW CORNER"

WITH

DOUGLAS FAIRBANKS, JR. **PATRICIA ELLIS**
RALPH BELLAMY **DUDLEY DIGGES**

See What Happens When
A JUNGLE GIRL YEARNING FOR HER FIRST LOVE
. . . MEETS A MAN ESCAPING FROM HIS LAST!

Come tonight! Share their sun-kissed paradise of love . . . Lose yourself in the magic of island nights . . . Let your heart thrill and throb to the most exotic love story the author of "Rain" and "The Letter" has ever told!
"The NARROW CORNER"
A Warner Bros. picture with
DOUG. FAIRBANKS, JR. • PATRICIA ELLIS
RALPH BELLAMY • DUDLEY DIGGES
STRAND

Cut No. 10 *Cut 60c* *Mat 15c*
345 Lines

ROMANCE
Alluring as the Pacific night!
Refreshing as a summer cruise!
Thrilling as a plunge in the open sea!
"The NARROW CORNER"
Don't miss this exotic heart-and-flesh story of a glamorous white girl-of-the-tropics who had never learned the laws of love . . . and a fascinating man-of-the-world who had broken love's every law!
A Warner Bros. Picture with
DOUG. FAIRBANKS, JR. • PATRICIA ELLIS
RALPH BELLAMY • DUDLEY DIGGES
STRAND

Cut No. 12 *Cut 40c* *Mat 10c*
204 Lines

AS LOVELY AS A GODDESS...
AND AS INNOCENT AS A BABE!
For perfect summer entertainment see this great romance of a girl-of-the-jungles who had never learned love's secrets — and a man-of-the-world who brought her secret love!
"The NARROW CORNER"
Somerset Maugham's greatest story brought to the screen by Warner Bros. with this great cast —
DOUG. FAIRBANKS, JR. • PATRICIA ELLIS
RALPH BELLAMY • DUDLEY DIGGES
STRAND

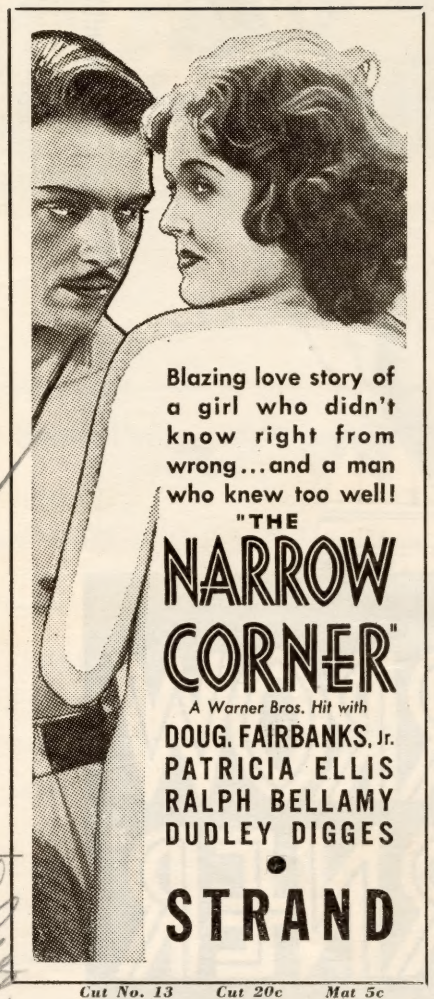
Cut No. 20 *Cut 60c* *Mat 15c*
255 Lines

STRAND
SUMMER LOVE . . .
Where Summer Never Ends!
Your heart will thrill and throb to this great romance of the Pacific — brought to the screen with all the fevered emotion Somerset Maugham poured into his greatest story—
"The NARROW CORNER"
A Warner Bros. Hit with
DOUG. FAIRBANKS, Jr.
PATRICIA ELLIS
RALPH BELLAMY
DUDLEY DIGGES

Cut No. 11 *Cut 40c* *Mat 10c*
188 Lines

BROUGHT TO THE SCREEN IN ALL ITS EXOTIC SPLENDOR!
The flaming romance — the thrilling adventure — the seductive magic of W. Somerset Maugham's most glamorous love story in a great Warner Bros. picture, played against the same enchanting background as "Rain" and "The Letter"
The NARROW CORNER"
with
DOUG. FAIRBANKS, Jr.
PATRICIA ELLIS
RALPH BELLAMY
DUDLEY DIGGES
A Perfect Summer Picture
STRAND
For the Perfect Summer Theatre

Cut No. 14 *Cut 40c* *Mat 10c*
200 Lines


Blazing love story of a girl who didn't know right from wrong...and a man who knew too well!
"THE NARROW CORNER"
A Warner Bros. Hit with
DOUG. FAIRBANKS, Jr.
PATRICIA ELLIS
RALPH BELLAMY
DUDLEY DIGGES
STRAND

Cut No. 13 *Cut 20c* *Mat 5c*
71 Lines

See What Happens When
A GIRL-OF-THE-WILDS YEARNING FOR HER FIRST LOVE . . . MEETS A MAN-OF-THE-WORLD ESCAPING FROM HIS LAST!
"The NARROW CORNER"
A Warner Bros. Picture with
DOUG. FAIRBANKS, Jr. • PATRICIA ELLIS
RALPH BELLAMY • DUDLEY DIGGES

Cut No. 17 *Cut 40c* *Mat 10c*
108 Lines

HIS SIN WAS LOVE - HER SIN WAS INNOCENCE!
Alone in this island paradise, he found the loveliest creature human eyes ever beheld! Was it wrong to offer her the gift of love . . . to share with her those magic delights she never knew existed — and had never been taught to refuse!
The NARROW CORNER"
with DOUG. FAIRBANKS, Jr.
PATRICIA ELLIS
RALPH BELLAMY
DUDLEY DIGGES
A Perfect Summer Picture
STRAND
For the Perfect Summer Theatre

Cut No. 16 *Cut 40c* *Mat 10c*
72 Lines

LOVE WAS FORBIDDEN HER---
And he was paying the penalty of forbidden love!
Don't miss this alluring romance of a jungle girl who didn't know right from wrong... and a fascinating man-of-the-world who knew too well! Most thrilling of all love stories by the author of "Rain" and "The Letter"—
W. SOMERSET MAUGHAM'S "The NARROW CORNER"
A Warner Bros. Hit with
DOUG. FAIRBANKS, Jr. · PATRICIA ELLIS
RALPH BELLAMY · DUDLEY DIGGES
A Perfect Summer Picture
STRAND
For the Perfect Summer Theatre

Cut No. 19 Cut 60c Mat 15c
303 Lines

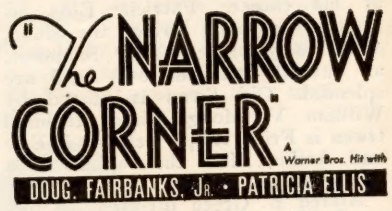
"The NARROW CORNER"
MOST THRILLING OF ALL LOVE STORIES BY THE AUTHOR OF "RAIN" AND "THE LETTER"
A Warner Bros. Hit with
DOUGLAS FAIRBANKS, Jr.
PATRICIA ELLIS
RALPH BELLAMY
DUDLEY DIGGES
STRAND

Cut No. 15 Cut 20c Mat 5c
95 Lines

HIS SIN WAS LOVE – HER SIN WAS INNOCENCE!
Alone in this island paradise, he found the loveliest creature human eyes ever beheld! Was it wrong to offer her the gift of love . . . to share with her those magic delights she never knew existed – and had never been taught to refuse!
"The NARROW CORNER"
with DOUG. FAIRBANKS, Jr.
PATRICIA ELLIS
RALPH BELLAMY
DUDLEY DIGGES
Somerset's Maugham's Great Cosmopolitan Magazine Serial Brought to Glowing Life in a great Warner Bros. Picture—
A Perfect Summer Picture
STRAND
For the Perfect Summer Theatre

Cut No. 18 Cut 80c Mat 20c
288 Lines

Cut No. 8 Cut 20c Mat 5c
15 Lines



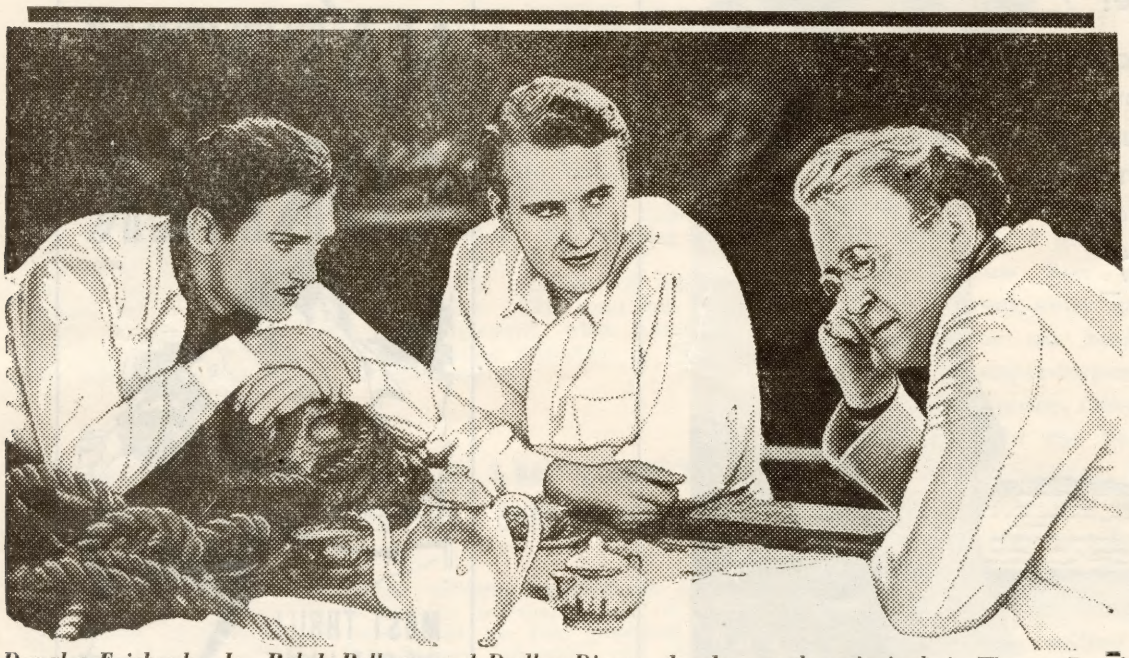
Cut No. 9 Cut 20c Mat 5c
15 Lines

Cut No. 21 Cut 40c Mat 10c
58 Lines

Cut No. 22 Cut 40c Mat 10c
58 Lines

ADVANCE PUBLICITY STORIES

PRINCIPALS IN SOMERSET MAUGHAM'S "NARROW CORNER"



Douglas Fairbanks, Jr., Ralph Bellamy and Dudley Digges, the three male principals in Warner Bros.' "The Narrow Corner."

Cut No. 5 Cut 45c Mat 15c

your 1st story

"The Narrow Corner" An Unusual Story of Far Off Malay Isles

In "The Narrow Corner," which comes to the . . . . Theatre . . . . , Somerset Maugham, noted English author, has told one of his most engrossing tales of the earth's far off and little-known islands, while Warner Bros. have given the story a superlative production.

A tale of the Malay Archipelago, it begins in Sidney, Australia, goes by ketch with Douglas Fairbanks, Jr., and Arthur Hohl, and Dudley Digges, by way of the colorful islands of this out-of-the-way group to the Dutch East Indies, where as exotic a romance and as mad adventure as ever screened, take place.

Maugham is known for his characters, but the group in "The Narrow Corner" is representative of his best. Outcasts, polite society might call them. Devil's spawn, the missionaries might label them. But to Maugham they are the world's most colorful people, living literally, in their own "narrow corner."

There is old Swan, a blackbirder or slave runner; there is Frith, his son-in-law; Eric, the agent of a Dutch trading company; and Louise, Frith's amorous daughter, who is so naive that she sees nothing wrong in a naked man or making advances to the man she loves.

It is in this colorful setting that a mad passion springs up between the island maiden and an Australian youth who is fleeing from the world because he accidentally killed the husband of a woman with whom he was having an affair.

Douglas Fairbanks, Jr., as Fred Blake, is said to have the best role of his career. Patricia Ellis, as Louise, the young girl on the island, and Dudley Digges, as Dr. Saunders, an outcast from his own land are splendid. Old Swan is played by William V. Mong, while Reginald Owen is Frith, Ralph Bellamy is Eric and Arthur Hohl the captain of a tramp ship.

Alfred E. Green directed the picture from the screen play by Robert Presnell.

your 2nd story

Finely Picked Cast of Character Stars in "Narrow Corner"

As fine a cast of players as has been seen on the screen in many a day enact the various character roles in the Warner Bros. picture, "The Narrow Corner," based upon the story by Somerset Maugham, which comes to the . . . . Theatre on . . . .

Each was selected for his ability to play strong character roles as it is a most unusual set of personages that Somerset Maugham delineates in his exotic story of romance and wild adventure in the East Indies.

Killers, blackbirders and smugglers are in the lot, with others not the "bad" type, but strange and unique. There is Douglas Fairbanks, Jr., who is fleeing from justice because he has slain the husband of his sweetheart, wandering on the face of the waters and in strange lands to evade the law.

Dudley Digges, recently seen in "The King's Vacation" and "The Silk Express," has the role of a famous doctor who is an outlaw for some secret crime. Arthur Hohl, who appeared in "Private Detective" and "Baby Face" among other recent pictures, has the part of tramp steamer captain, who is willing to do anything for a price from smuggling negroes to harboring a murderer.

On an isolated island lives an old blackbirder and smuggler, portrayed by William V. Mong, and with him his son-in-law, a man who imagines himself a literary genius, a part portrayed by Reginald Owen.

And then there is his daughter, a beautiful and innocent girl, ignorant of the wild passions that sway her, loving whom and when she wills. Patricia Ellis, who has recently leaped to fame in "Picture Snatcher" and "Elmer the Great," has the role.

Ralph Bellamy, well known on both stage and screen, has the role of her island lover, until she meets Fairbanks. And also comes Willie Fung, a quaint Chinaman, full of wisdom and oriental mysticism.

your 3rd story

Actors Swam in Icy Pacific for Scenes in "Narrow Corner"

Lolling about the beach of the Pacific in summery garments or disporting one's self in the waves in next to nothing along in March is anything but an idle pastime, according to the members of the cast of "The Narrow Corner," a Warner Bros. picture, which comes to the . . . . Theatre on . . . .

Somerset Maugham, the author, chose the East Indian Islands as the setting for his story of madcap adventure and romance, an archipelago laved by the lower Pacific and Indian oceans, where it is summery even in March. Not being able to send the company to the spot, the scenes were shot along the California coast at Catalina Island and Laguna Beach.

The male members of the cast were clad in light cotton shirts and flannel trousers, while the women wore the native costume of the islands, a sarong, which is a single piece of cloth wrapped about the body. The March winds are chilly enough ordinarily, but during the production a gale set the actors shivering through their scenes, which took several days to shoot.

In addition Douglas Fairbanks, Jr., and Ralph Bellamy were compelled to disport themselves like porpoises in the waves, clad only in trunks. These scenes took several hours to photograph. Between scenes the players thawed themselves out in a portable dressing house before a roaring fire.

Even Patricia Ellis, who has the leading feminine role, was compelled to take a dip in nature's bathing suit.

It was along the beach that many of the passionate love scenes and some of the thrilling action shots called for in the picture were taken. Alfred E. Green directed the production from the screen play by Robert Presnell.

your 4th story

Alfred Green Noted for Making Splendid Character Pictures

Everyone knows that when you cast a director for a picture just as you would an actor—that is, for fitness and ability to direct it—a good picture is generally the result.

And by that token, "The Narrow Corner," the Somerset Maugham story in which Alfred Green directed Douglas Fairbanks, Jr., and which comes to the . . . . next . . . ., is one of the best.

For Green's long suit are pictures with unusual characters. "Disraeli," "Old English," "Man From Blankeley's" and "Silver Dollar," to name but a few, are strong character pictures which Green directed. "The Narrow Corner," a Warner Bros. picture, presents several of the most interesting presented on the screen in many a day.

There is, to begin, Dr. Saunders, played by Dudley Digges—opium smoker, philosopher, stoic—a man of the East, cognizant of its ways, tolerant of its faults, helpful when he can be, but not going out of his way to mix himself in any one else's business. Dr. Saunders is a real Maugham character, comparable to the protagonists of "Of Human Bondage" or "Moon and Sixpence."

There is Frith, played by Reginald Owen, who is working on a translation from the Portuguese which has taken him half a lifetime. A recluse from society. Valuing nothing but his work and his privacy.

There is old Swan, William V. Mong—aged and evil, but helpless. A sailor he had been, coasting among the islands of the world, a smuggler and a blackbirder. He had made money, had settled in the Dutch East Indies, and Frith had married his daughter.

There is Louise, the daughter, Patricia Ellis. Sweet and fresh and ignorant, in love with a young Dutchman, Ralph Bellamy, and later with young Doug, a castaway from society.

There is Captain Nichols, Arthur Hohl, belching his way across the seven seas, always ready to take a hand in anything shady that will pay him well.

There are others, but these are indicative of the sterling types Alfred E. Green was called upon to direct in "The Narrow Corner."

your 5th story

Patricia Ellis Poses as "March Morn" for "The Narrow Corner"

We have had a "September Morn" and now we have a "March Morn."

Patricia Ellis is the "March Morn"—and as lovely a "March Morn" as any one might dream of—taking a dip in the Pacific at Laguna Beach in her rosy birthday garments on a late March day.

It was called for in the script of "The Narrow Corner," a Warner Bros. picture taken from Somerset Maugham's exotic romance of the East Indies, which comes to the . . . . Theatre on . . . .

As the only white girl on a lonely isle, she is brought up in native simplicity, innocent and unashamed. And so Maugham contrives to have her meet her lover for the first time when the two are in nature's garb.

Douglas Fairbanks, Jr., is the stranger who is destined to become the lover, swims to Patricia's isle from his partially wrecked ketch and bumps into the little lady right in her seaside bath.

It is left for Fairbanks, a scion of civilized lands, to blush, for Patricia is clothed in naive innocence. As Patricia, with her sarong at hand, quickly wraps her body with this native one-piece robe, only the rocks and the waves can tell what they saw.

This is one of the rare scenes in a picture of unique character and strange situations in uncharted seas and Malaysian islands, so wonderfully described by the famous author of "Rain."

Other members of the cast include Ralph Bellamy, Dudley Digges and Arthur Hohl. The picture was directed by Alfred E. Green from the screen play by Robert Presnell.

your 6th story

In "Narrow Corner" Patricia Ellis Wears Less Than Gunga Din

Without any thought, it may be said, of Patricia Ellis or her costume or part in the Warner Bros. picture, "The Narrow Corner," Kipling described Gunga Din's garb as:

The uniform 'e wore
Was nothin' much before,
An' rather less than 'arf
O' that be'ind;
For a piece o' twisty rag
An' a goat skin water bag
Was all the field equipment
'e could find.

It is just as likely that, when Somerset Maugham wrote his exotic love story, "The Narrow Corner," which comes to the . . . . Theatre on . . . ., he didn't have either Patricia Ellis or Kipling's soldier in mind, but the fact remains that he gave the pretty Pat something to wear that wasn't even a dress.

PATRICIA ELLIS
Cut No. 2
Cut 15c Mat 5c

It was a sarong—something like Kipling's "twisty piece of rag"—at any rate it twists around.

Pat is supposed to be a Dutch East India girl, living on one of the numerous islands of that archipelago, and her use for clothes is slight. When Douglas Fairbanks, Jr.—who has the other leading role in the picture—finds her, she isn't dressed in anything at all, but behind a convenient rock she drapes herself—the sarong.

A sarong is the single strip of cloth in which the native women wind themselves, and which upon occasion is fetching, if you're an adept at winding it.

So now there's no one left to blame but the author. Like all authors, he probably observed the little Dutch East India girl's costumes hastily, and forgot to inquire what she wears when she wants to change from the sarong to a party dress. Or if he did inquire he probably figured that for the purpose of the story and the censors the sarong would suffice.

Advance Shorts

Director Alfred Green Is Old in Experience

There are very few cameramen in Hollywood who, at one time or another, haven't worked with Director Alfred E. Green.

And that isn't because Al is so old in years. It's merely that he's old in movie experience.

His knowledge of cameramen became evident on the set of "The Narrow Corner," coming to the . . . . Theatre. His assistant told him of a new cameraman they were getting for some of the exciting sea shots in the picture.

"Who is he?" demanded the director.

"You wouldn't know him," said the assistant. "He's never worked for us."

But the assistant was wrong. Green not only knew him; he had worked with the cameraman on five pictures, years before.

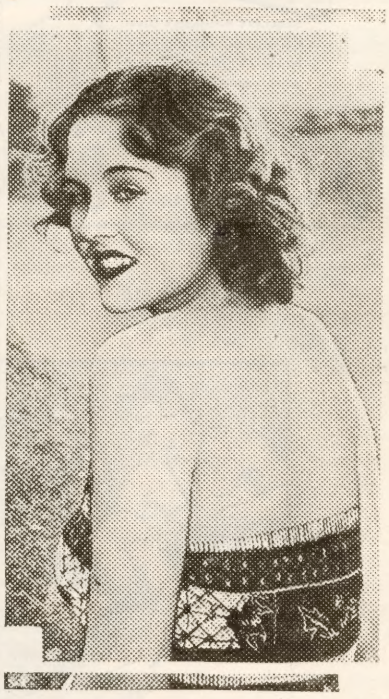
Balloon Warns Planes From Picture Location

Director Alfred E. Green experienced great difficulty in taking scenes for the Warner Bros. production, "The Narrow Corner," which comes to the . . . . Theatre on . . . ., because of airplanes flying overhead. The company was on location at Laguna Beach, which is the direct route of planes flying from Los Angeles to San Diego. Fourteen planes were counted in a single hour. The noise made is recorded by the sound apparatus, and as the picture location is in the Malay Archipelago where there are no airships, it was impossible to proceed with the picture. Finally Green got in touch with the airports and arranged a plan of procedure. A balloon was hoisted when the company was actually shooting, upon observing which, pilots circled around the spot. Douglas Fairbanks, Jr., and Patricia Ellis have the leading roles in the picture, taken from a story by Somerset Maugham, author of "Rain."

Prizefighter Has Role in "Narrow Corner"

Sam Baker, giant negro heavyweight who fought Harry Wills when the latter was a serious contender for the heavyweight crown of the world, is one of the players in "The Narrow Corner," Somerset Maugham's story of the Dutch East Indies, which is due at the . . . . Theatre on . . . .

Sam, who plays the role of a Malay sailor, is pure African. The story called for a giant Malay—but Malay giants are few and far between in Los Angeles, the average weight being about 135 and the average height being about five feet five inches. Sam is six feet four inches in his stocking feet and weighs in at 230 pounds. Douglas Fairbanks, Jr., and Patricia Ellis have the leading roles.



Delightful Patricia Ellis as the heroine of "The Narrow Corner" is superb. She's one of the newest and most promising screen personalities.
Cut No. 6 Cut 15c Mat 5c

CURRENT PUBLICITY—FEATURES

HE SWAM INTO HER LIFE

Douglas Fairbanks, Jr. and Patricia Ellis as they appear in Warner Bros.' excellent adaptation of Somerset Maugham's "The Narrow Corner."

Cut No. 7 Cut 30c Mat 10c

Opening Day Story

"The Narrow Corner" by Somerset Maugham Comes to . . . . Today

A powerfully effective and colorful story and a notable cast mark the opening today at the . . . Theatre of Warner Bros.' picture, "The Narrow Corner," by Somerset Maugham.

The author of "Rain" has again written of the little known by-places—the "narrow corners"—of the earth, where men spin out their lives pretty much as they please. The present story is laid in the Malay Archipelago, on one of the islands of the Dutch East Indies, after opening in Sidney, Australia.

Douglas Fairbanks, Jr., Patricia Ellis, Ralph Bellamy and Dudley Digges have the leading roles in this all-star production. Miss Ellis, a newcomer to the screen, is not only an exquisite beauty, but a very able actress who played for years on the New York stage with her father, the musical comedy producer, Alexander Leftwich.

But it is the colorful background, the unusual situations, the strong delineation of the picturesque characters which are said to make this one of the most appealing pictures of the year.

1st Day of Run

Arthur Hohl Learned Cockney Jargon for "The Narrow Corner"

The coming of speech to the screen has occasioned some rapid changes for actors called on to play roles of different nationalities one after another.

Perhaps no greater change of this sort was ever made than that by Arthur Hohl when he went from the role of a flatfoot detective with a corner-of-the-mouth brand of New York slang in "Private Detective 62" to that of an Australian "lime-juicer." As the English skipper of the little ketch in which Douglas Fairbanks, Jr., sails the South Pacific in "The Narrow Corner," a Warner Bros. picture now showing at the . . . . Theatre, Hohl had to swing from one extreme to the other in his speech.

The East Side New Yorker and the Cockney Englishman may be in about the same social class, but they are miles apart in speech. Hohl, who ordinarily speaks perfect English, mastered both brands of vernacular in the short space of a few weeks.

"The Narrow Corner" is a story of passionate love and wild adventure with a glamorous setting in the Dutch East India Islands, inhabited and visited only by strange and unusual characters, people usually beyond the pale of society. It was written by Somerset Maugham, noted author of "Rain."

(Prepared Review)

'The Narrow Corner' Exciting Mad Romance and Adventure

"SHORT thereof is man's life; and narrow is the corner of the earth wherein he dwells," says Somerset Maugham in his novel, "The Narrow Corner." Warner Bros.' picture of the same title, which opened . . . . at the . . . . Theatre, is fashioned from this theme.

It is a strange tale, this, full of the color of strange places and strange people—and yet at bottom, as are all the characters of a Somerset Maugham story, these people are vibrant with the same life we all live. They act and move and feel just as we all do.

DOUG FAIRBANKS, JR.
Cut No. 1
Cut 15c Mat 5c

The story opens in Sidney, Australia, with a wealthy man sending his son away, secretly, in the night, aboard an old ketch with an outlaw skipper—bound for nowhere, told only to keep moving, and not to get too near to a habitation where white men might be.

It winds up in a colorful island of the Malay Archipelago among as strange an assortment of human beings as it would be possible to meet, including a retired sea captain, wealthy from heaven knows what deviltries on the seven seas, his son-in-law and granddaughter, an innocent girl of primitive passion, and a Dutch trader.

The picture is a triumph in exciting and thrilling plot, in unique characterizations and in its exotic, glamorous and picturesque settings. The strange characters are delineated with unusual fidelity and strength by the members of an all-star cast.

Douglas Fairbanks, Jr., has never been better than he is in the escaping young Australian, wanted for the murder of his paramour's husband. Dudley Digges as Dr. Saunders, an opium-smoking outcast, is a revelation; Reginald Owen, William V. Mong and Ralph Bellamy are all better than this reviewer ever remembers having seen them before.

The surprise of the picture, however, is the work of youthful Patricia Ellis in the role of the girl, Louise. A comparative newcomer to the screen, her acting is flawless. Her talent, beauty and charm should take her far in screen work.

Alfred E. Green, who directed from a screen play by Robert Presnell, has done a splendid job, for he keeps the story going at a never-lagging pace.

No one who cares for strange romances in picturesque settings, or for mad and thrilling adventure, should miss "The Narrow Corner."

2nd Day of Run

"The Narrow Corner" Character Formerly Managed Geo. Arliss

Dudley Digges, who has the role of Dr. Saunders in the Warner Bros. production of Somerset Maugham's novel, "The Narrow Corner," now showing at the . . . . Theatre, has had a long and distinguished career extending over more than twenty-five years in the American theatre.

Chief among the most prized experiences of his theatrical activity are the seven years in which he was associated with George Arliss as his stage manager. During those years, Digges was identified with some of the outstanding successes of Mr. Arliss' career, notably "Disraeli," "Paganini," "Hamilton" and "The Professor's Love Story."

Digges has a strong characterization in "The Narrow Corner," that of Dr. Saunders, a one-time famous physician, now a social outcast because of some affair, who wanders in the remote parts of the world.

It is one of the unique characters of which Somerset Maugham, the author, is so fond of drawing. There are other characters equally strange in this exotic romance of the East Indies and wild adventure on an isolated island of the Malay Archipelago.

Douglas Fairbanks, Jr., and Patricia Ellis have the leading roles in "The Narrow Corner." Other important members of the cast are Ralph Bellamy, Reginald Owen, William V. Mong, Henry Kolker, Arthur Hohl and Willie Fung. Alfred E. Green directed the production and Robert Presnell was the author of the screen play.

(Current Feature)

"The Narrow Corner" Laid in Far Off Malay Islands

THE MOLUCCAS, Dutch East Indian Islands, which are the locale for Douglas Fairbanks, Jr.'s latest Warner Bros. picture, "The Narrow Corner," now at the . . . . Theatre, are among the least well known, and yet most interesting spots on the globe, according to Max Haasmann, the technical director of the picture, who comes from there.

They comprise several thousand small islands of the Malay Archipelago, east of Java and west of New Guinea, with a total population of sixty million souls, of whom less than a million are whites. The Moluccas are a Dutch possession, and so the whites are mostly Dutch, with a sprinkling of Americans and English.

The islands are entirely tropical, the equator cutting right through the midst of them.

Haasmann himself was born in Batavia, the son of the Finnish Consul there. He grew up in the islands, had his early schooling there, and later, after a trip to the United States and some time spent in Hollywood, returned there to direct a series of medical films for the Rockefeller Foundation. He has also filmed pictures in Sumatra, Borneo, Arabia, China and India.

He calls the Archipelago "the greatest melting pot in the world." It was originally, he says, an arm of the Indian peninsula which ended with Australia as its tip. Thus the Malay, the native of the islands, is the product of the Indians of India and the Bushmen of Australia. The Malay is in no way, as is popularly supposed, related to the Filipino or the Polynesian of the South Sea Islands.

A seafaring race, they have spread their language to the coast of China and India, from Bombay to Singapore and Hong Kong, and of later years have mixed freely with the natives of China, India, Arabia and most other Asiatic countries.

Fierce and warlike, the Malay pirate was the scourge of early shipping in Asiatic waters, and very few Englishmen or Americans have become acquainted with him. Consequently he has colored our literature very little.

The exceptions, of course, being Somerset Maugham, author of "The Narrow Corner," H. M. Tomlinson and a few others, who have travelled extensively throughout the Archipelago and written absorbing tales around the Malays.

"The Narrow Corner" is a thrilling drama of these islands with a romance between a handsome young Australian adventurer and a native white girl brought up on one of the Malay islands. Patricia Ellis has the part of the girl. Others in the cast include Ralph Bellamy, Dudley Digges, Arthur Hohl, Reginald Owen, Henry Kolker and William V. Mong. Alfred E. Green directed the screen play, which was written by Robert Presnell.

(Advance Feature)

Studio Builds an Ocean Hurricane on a Desert

A SEVENTY-MILE gale whipped the rigging of a vessel to shreds, swinging the splintered boom dangerously near the mate's head as he desperately clung to the spokes of the wheel. Boiling Pacific seas rolled and crashed, burying the valiant little Emma III under its foam. After each blow, the staunch two-master with dogged determination staggered into the teeth of its cruel adversary, only to be beaten down again.

"Cut," cried Director Alfred E. Green, and the storm ceased. For this terrific tropical hurricane was made to order for Warner Bros. latest picture, "The Narrow Corner," which comes to the . . . . Theatre next . . . . with Douglas Fairbanks, Jr., Patricia Ellis, Ralph Bellamy and Dudley Digges.

The locale of W. Somerset Maugham's colorful best-seller is in the South Seas where young Doug, as a ne'er-do-well whose life has been ruined by too many women, meets a white girl, played by the sensational newcomer, Patricia Ellis, whose beauty is more devastating than that of those from whom he flees.

The meeting of the young couple, which completely changes the course of Doug's adventurous career, is brought about by a tropical storm which drives his vessel ashore on the island on which she dwells. And thus the whole success of the picture depended upon filming this whipping hurricane. Shooting it to catch all of its unleashed power was the gigantic task which faced Director Al Green.

Needed the Hurricane

"You see we had already shot most of the sea stuff off the Southern California coast," explained Green, "and naturally we had to match our handmade storm exactly with what we had on film. Doug, Patricia, the cast and myself had spent six weeks tossing about on the ocean, as well as living on a Pacific island. We had shot everything we needed except the hurricane, which was the most important thing of all. Of course we couldn't wait for a howler to blow up for us, and to tell the truth we probably wouldn't have relished one if it had. So we came home and told the technical research department to brew us a corking one in the middle of a desert.

"Having no precedent to go by, the boys had quite a task, but they came through splendidly, as they always do when we have a tough job for them to do. First, our carpenters built a duplicate of the Emma III stern, the actual boat used at sea, and then mounted it on mechanical rockers so that it could be pitched and rolled at will, exactly as if being buffeted by a violent storm. We next rigged up three high-velocity wind machines to whip the required gale through the sails and struts, and to pelt the rain which beat down on the deck from over-head pipes. With a lightning-machine to create electrical effects we were all set to go, with the exception of the ocean itself. Five 700-gallon spill-tanks were filled with river water and placed near the Emma III. Then we were set for our ideal storm.

The Storm Broke

"At a given signal skies darkened, thunder growled ominously, occasional jags of lightning split the growing darkness. The wind-machines turned over and in a few seconds a hurricane roared. The rockers were set in motion and the boat stern rolled, squeaked and groaned. Then the overhead pipes were opened and the deluge of rain started. As the boat rose and fell, the men handling the spill-tanks let a few gallons of the "Pacific" down the chute to wash the deck. As the storm grew, so did the size of our waves, and soon they were pounding down, sweeping everything before them and nearly washing Arthur Hohl, who plays the captain overboard into a sand-dune. At its height it was the greatest home-made . . . or natural . . . storm I've ever seen."

Scenes such as this are said to make the picture surpass the book version of "Narrow Corner," as well as Douglas Fairbanks, Jr.'s best work. A strong supporting cast includes Ralph Bellamy, Dudley Digges, Reginald Owen, Wm. V. Mong, Henry Kolker, Willie Fung, and Josef Swickard. Robert Presnell did the screen treatment of the famous novel by W. Somerset Maugham.

Current Shorts

Learns Danish Dialect in Just Three Seconds

Ralph Bellamy claims he acquired a Danish accent for the Warner Bros. production, "The Narrow Corner," which opens at the . . . . Theatre on . . . ., in three seconds. He plays the part of an educated Dane on a lonely island in the East Indies in Somerset Maugham's story of mad adventure. Director Green had told him he was not to use an accent, but just as the camera began to grind he called to him to talk in the broken English that would be used by a Dane. Bellamy remembered the speech of a Danish friend in New York and imitated it perfectly.

"The Narrow Corner" Shows Unique Scenes

"The Narrow Corner," a Warner Bros. production, which comes to the . . . . Theatre on . . . ., presents many unique scenes in out-of-the-way places, but none are more strange than Kim Ching's opium den, gambling house, bar and general store combined. He also keeps a sort of hotel in which reside outlawed whites, Javanese, Arabs and Chinese with naked Chinese babies, pigs, chickens and mangy dogs running about the floor underfoot.

Douglas Fairbanks, Jr., climaxes his screen career with his marvelous characterization in Warner Bros.' "The Narrow Corner," the screen edition of Somerset Maugham's stirring story.

Cut No. 4 Cut 15c Mat 5c

EXPLOITATION SECTION

DANDY INEXPENSIVE STUNT SURE TO ATTRACT THE GALS

Offer prizes to the ten girls who can wrap "sarongs" about them in the neatest way, in the shortest time, on the stage of your theatre. Offer tickets to "The Narrow Corner" to the lucky contestants.

The sarong, as you will explain in introducing the stunt, is a garment worn by women in the Malay Archipelago, and is worn by Patricia Ellis in the picture. It consists of a single piece of bright-colored material, silk calico or cotton, about fifteen inches in width and ten feet in length. This is wound about the body, covering the bust and legs halfway to the knees, leaving the arms and shoulders free. It is twined about and then the end is tucked in so that it holds. This winding and tucking is a knack.

Use brightest of silk or gaudy calico. This stunt will cause much amusement, while advertising your coming attraction in "The Narrow Corner."

NOVEL "CHUCKLE AD" CONTEST FOR CLASSIFIED PROMOTION

Here's a new slant on the classified ad tie-up and should be easy to plant with your local newspaper. Herbert Hayman of the Strand Theatre in Pottstown, Pa., sent us the idea together with a ream of newspaper tear sheets showing the amount of free advertising given the stunt by the cooperating newspaper.

It's called the CHUCKLE AD CONTEST. "Chuckle Ads," are just what the name implies. They contain at least four lines—one complete line taken from each of four different classified ads appearing in the newspaper tied in the stunt. But the four combined lines must have coherence and above all be funny.

It's a cinch your local newspaper will want to use this novel classified promotion idea because it appeals to everybody.

Start this contest off with this picture. However, first be sure the entire contest gets a strong advance build-up with publicity stories and display advertising.

BURGEE

In brilliant shades especially for suspension in your lobby or under your marquee. Size 20 x 30 inches, printed on heavy, durable canvas. With eyelets for hanging.

Economically priced at
45c Each

Available only from
MORRIS LIBERMAN
729 Broadway, New York City

NOT AT EXCHANGE

SMART ROADSIDE ADVERTISING

The following is an adaptation of a form of advertising which compels people driving by to look. It amuses them and causes them to talk about the product. This is the idea:

Along highways leading into town string small wooden sign-boards, painted bright yellow, with the wording in black. For "The Narrow Corner" the following rhymes may be used, though it is obvious that the idea easily adapts itself to any picture. The same boards may be used, simply repainting them a different color, with new slogans.

Rhymed copy for "The Narrow Corner":

TAKE A TIP!	TAKE A TRIP
TO THE STRAND	TO SEE A HIT!
IT'S A PICTURE!	AND A WOW!
"NARROW CORNER"	SEE IT NOW!

24-Sheet as Big Marquee Display

The 24-sheet on this picture is easily adaptable for a striking marquee or truck ballyhoo display. Simply cut out the striking figures of Douglas Fairbanks, Jr., and Patricia Ellis and mount them on compo or beaver board. To bring out the full color and to give it a lifelike effect, it is advised that you put a coat of shellac over this cut-out display. When mounting it on the marquee, arrange a baby spotlight or some other similar illuminating device to play on it during the evening performances.

Use 24-Sheet for Drawing Contest

The exceptional attractiveness of the figures in the 24-sheet—work of Karl Godwin, the famous magazine illustrator—makes it a "natural" model for amateur artists. Get the interest of school pupils and students at local art school by offering as prizes guest tickets (other prizes if you wish to promote them) to the twenty persons who send in the best copies of the figures in the poster. The drawings submitted should be displayed in lobby or prominent window, and can also be planted with the newspapers.

NOTE: Because of the special atmospheric photography incorporated in the opening shots of "The Narrow Corner," a COLORTONE EFFECT is unnecessary and consequently is being omitted on this picture.

Lobby Piece Easy to Make

For a cutout, lobby set piece, front display, window display and book tie-up make up a giant book with shadow box effect. Have a break-away on the front cover on back of which is super-imposed a silhouette figure (like Patricia Ellis in the bathing scene in the picture). Light in the shadow box illuminates the figure on a flasher.

Carry "Narrow Corner" and W. Somerset Maugham plus a strong selling line, on the cover.

Direction Arrow as Road Snipe

The title lends itself to grand roadside sniping, especially at all curves in the road. You can also use the copy suggested below for street corner signs. Use such lines as "Watch for THE NARROW CORNER" made up on cards in the form of direction arrows. You can, if you wish, add your theatre and playdate

Travel Agencies Good for Tie-ups

Much of the action from "The Narrow Corner" takes place on a beautiful Malayan island. Many steamship companies feature special cruises to this part of the world. For that reason it should be easy for you to tie up with a travel bureau or steamship company agency on this picture. Supply your local dealer with stills from the picture which he should place prominently in his window together with displays on his South Sea cruises.

Base Contest on Lovers' Future

Offer guest tickets or small cash prizes to the five persons who send in the most logical solution of the future of the lovers in "The Narrow Corner" in letters of not more than 150 words. Use heralds, posters, screen and publicity stories to advertise the contest. Since people will have to see the picture before entering the contest, you are assured of additional business.

BIG CEDAR CHEST TIE-UP GIVES YOU SMASH WINDOW DISPLAYS

The Lane Cedar Chest Company are preparing elaborate window displays featuring Patricia Ellis in connection with this year's models of their Cedar Chests. The campaign includes life-sized standee cut-outs for windows, counter and store cards and newspaper advertisements. Exhibitors should get in touch with the furniture and department stores in their locality who sell Lane Cedar Chests and cooperate with the dealers by supplying stills, etc., for window displays. If the exhibitor does not know what dealers in his town carry Lane Cedar Chests, they can find out by writing to

J. ARTHUR KRAUSS
Sales Manager
LANE CEDAR CHEST COMPANY
ALTAVISTA, VA.

LUCKY NUMBER STORE TIE-UP WITH CEDAR CHEST AS PRIZES

Here is a stunt which is sure to arouse the interest of all in town, especially the women. Make a tie-up with the biggest department store to hand out lucky numbers with all purchases for the week preceding the coming of the picture. The store donates a number of cedar chests of different sizes. These are displayed in the lobby of your theatre. On the opening night the winning numbers are read from the stage, it being understood that the chests go only to people who are present in the theatre at the awarding. If one store cannot see its way clear to donate a number of chests, a number of stores may each be willing to donate one each. Lucky numbers to be given out to customers by each of the cooperating stroes.

Plan Big Outdoor Posting Campaign

The paper on "The Narrow Corner" is of such exceptional quality and character that a lavish use of it is strongly advised. The beautiful and scantily-clad figures, with alluring South Sea backgrounds, are from the brush of the justly famous magazine illustrator, Karl Godwin. The colors employed, and the general treatment, make the posters temptingly sell the picture at a time when it takes a lot to lure motorists from the open roads. Play up your poster display for "The Narrow Corner" with the assurance that they will be the best "barkers" you can use.

Stills as Sport Store Displays

If your local sporting goods stores handle a line of sail boats, you have a perfect opportunity to effect a neat tie-up. In this picture Douglas Fairbanks, Jr., is seen in a number of sequences handling a boat. There are stills available which you should be able to "sell" to your local store manager, showing Fairbanks in various poses on a sailing vessel. Have your local sports store manager make up a special window displaying these stills prominently and giving credit to the picture as well as your theatre.

BOOK TIE-UP FOR FREE WINDOW DISPLAYS

The publishers of "The Narrow Corner" are prepared to give you every possible co-operation. As part of their campaign they have prepared special book dealer-theatre display cards (see illustration) and have notified all of their dealers to work with the theatre manager playing "The Narrow Corner." Don't fail to take advantage of this tie-up.

As soon as your playdate is set, get in touch with the publishers, advising them of the stores with which you would like to effect a tie-up. They will immediately make all necessary arrangements. Address

MR. GEORGE ELLIMAN
DOUBLEDAY-DORAN
Garden City, Long Island, New York

EXPLOITATION

Your Own Movie Magazine at Only the Cost of a Throwaway

Attractively gotten up in a four-page leaflet, with your theatre name at the head, this "Movie Magazine" is designed to bring in the customers.

This is the type of material that goes into the home, with women especially saving it for the rest of the family to read.

The beauty about this "Movie Magazine" is the fact that it concentrates upon selling each picture you play.

Prices include theatre imprint, top of magazine and back.

Fifty per cent of the order must accompany the order, balance C.O.D., F.O.B. New York City. Two per cent discount allowed if full cash is sent with order.

1000 to 3M.....$4.00 per M
4000 to 5M..... 3.75 per M
6000 and over..... 3.50 per M

Order direct from

HOLLYWOOD PICTORIAL NEWS
358 West 44th Street, N. Y. C.

HOLLYWOOD PICTORIAL NEWS
INTIMATE SHOTS OF STARS and STUDIOS
STRAND MOVIE MAGAZINE
YOUR OWN MOVIE MAGAZINE
CARRIES YOUR OWN THEATRE NAME ·
DEVOTED SOLELY TO YOUR THEATRE ·
SELLS YOUR PICTURES TO THE PUBLIC ·
AT THE PRICE OF A THROWAWAY

FILL OUT FOR IMPRINT INFORMATION

.....
(Theatre Name)

.....
Address

.....
Play Dates

NOTE: Your imprint to include only the above information—3-col. ad as per sample to appear on back page.

Use Good Shorts To Balance Show

Balance your program with carefully selected Vitaphone Short Subjects.

We suggest you use

"Beau Bosko"
(Looney Tune Cartoon)

"Double Crossing of Columbus"
(A Big V. Comedy)

"Castillian Garden"
(Melody Master)

A Cool Front

We suggest you use South Sea Island atmosphere in your front, thus serving the double purpose of giving your theatre a seasonal cool dress while at the same time you get across the alluring South Sea locale of the story.

The use of palm trees with an electric fan blowing upon the leaves, grass mats on the floor and the transforming of your box office to resemble a South Sea isle thatched hut will help. Use blow-ups of stills showing Fairbanks and Ellis in scant attire, surrounded by stills of Dudley Digges and Ralph Bellamy wearing white tropical clothes.

Book Mark Good For Libraries

a great
BOOK
a greater picture.
MARK
it down on your "must see" list. Somerset Maugham's brilliant

"The Narrow Corner"
with DOUGLAS FAIRBANKS, Jr.
and
PATRICIA ELLIS
STRAND THEATRE
July 8 to 14

These book marks are an ideal means of exploiting your showing of "The Narrow Corner." Make sure that your local libraries are well supplied with them. They can also be distributed in the usual manner on the streets as well as through your mailing list. In addition, be sure to supply your local book stores with a quantity for distribution to their customers.

Prices, including theatre and playdate imprints, are as follows:

1,000.....$3.00
3,000..... 2.75 per M
5,000..... 2.50 per M
10,000..... 2.25 per M

Order direct from
ECONOMY NOVELTY CO.
239 West 39th Street
New York City

PRODUCTION INFORMATION

THE STORY

Fred, a gay young Australian blade, gets mixed up with a married woman, and in a battle with her husband accidentally kills him. His father, being a man of wealth and influence, hires Captain Nichols, a crooked sea captain, to take the youth on a tour of the Malaysian Islands until the trouble blows over.

On one of the islands they pick up Doctor Saunders, an adventurer, who is trying to get back to China. A storm drives them into a small island, formerly a Dutch trading post, but now abandoned except by natives and a few white families. The whites include Louise, a beautiful young girl whose father is devoting his life to translating what he considers to be a masterpiece of literature, and Eric, a powerful and somewhat innocent young giant.

Fred and Louise fall in love, but Fred restrains his passion because of his friendship for Eric who is the only man he has ever met with high ideals. Human nature is too strong, however, and Fred visits Louise at night, although she is engaged to Eric. The latter sees Fred leave Louise's rooms. His anger is terrific. He chokes Fred and leaves him for dead.

Fred recovers, however, and rushes to Eric's home to explain that he and Louise are in love and wish to get married. He also wants to beg his forgiveness. But he finds Eric dead, he having committed suicide in remorse over choking Fred.

Eric's Chinese servant sees Fred leave the house after finding his master dead and informs the police. Doctor Saunders hides Fred in a closet in a hotel room. Captain Nichols discovers Fred's whereabouts and reveals the hiding place to the police, he fearing that a general inquiry will bring to light some of his own past crimes.

The police go after Fred, but in the meantime he has left his hiding place and gone to the boat, determined to flee from the island. There is a terrific storm and although he does not know the narrow channel, which is extremely dangerous, he is willing to risk death.

When he gets aboard he finds Louise who says she is never going to leave him. She knows the channel and they sail out into the storm to start life over, together.

CAST OF CHARACTERS

Fred ..... Douglas Fairbanks, Jr.
Louise ..... Patricia Ellis
Eric ..... Ralph Bellamy
Doctor Saunders ..... Dudley Digges
Captain Nichols ..... Arthur Hohl
Frith ..... Reginald Owen
Fred's father ..... Henry Kolker
Swan ..... William V. Mong
Ah Kay ..... Willie Fung

OFFICIAL BILLING

Warner Bros. Pictures, Inc.
and The Vitaphone Corp. 25%
present
"THE NARROW CORNER" 100%
with
Douglas Fairbanks, Jr. 50%
Patricia Ellis 50%
Ralph Bellamy—Dudley Digges 20%
Based on the Story by Somerset Maugham 5%
Directed by Alfred E. Green 20%
A Warner Bros. and Vitaphone Picture 40%

CREDITS

Directed by ..... Alfred E. Green
Based on the story by ..... Somerset Maugham
Screen play by ..... Robert Presnell
Photography by ..... Tony Gaudio
Film Editor ..... Bert Levy
Art Director ..... Robert Haas
Gowns by ..... Orry-Kelly
Vitaphone Orchestra Conducted by ..... Leo F. Forbstein

Length 6,640 Feet Running Time 71 Minutes

Douglas Fairbanks, Jr., and Patricia Ellis as they appear in Warner Bros.' "The Narrow Corner."

Cut No. 3 Cut 30c Mat 10c

USE OFFICIAL VITAPHONE TRAILER

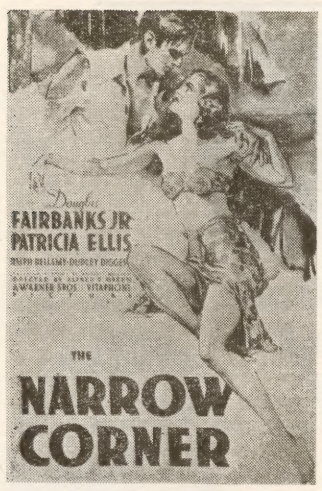
By all means use the Vitaphone trailer on "The Narrow Corner" as it punches home the tremendous power of Somerset Maugham's stirring novel. The scene clips and the title are sure-fire ticket sellers.

ACCESSORIES

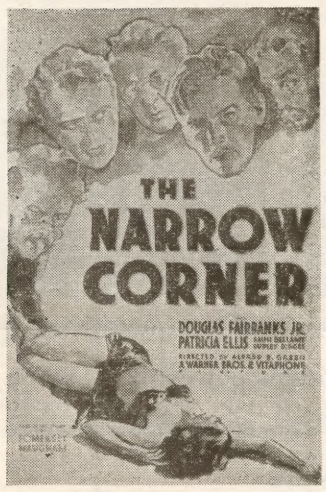
24 SHEET

DESCRIPTION—Drawn by W. W. Hood, this poster is one of the most effective you've ever flashed! Background is white with title in purple with a buff outline. Remainder of lettering is in grey. Illustration is in natural colors.

THREE SHEET



ONE SHEET



MIDGET WINDOW CARD

SIX SHEET

Sliding Scale Prices of Advertising Accessories

1-SHEETS

1 to 50		15c each
51 to 100		13c each
Over 100		11c each

3-SHEETS

1 to 25		40c each
Over 25		36c each

6-SHEETS

1 to 10		75c each
11 to 20		70c each
Over 20		65c each

24-SHEETS

Up to 25		$2.00 each
Over 25		1.75 each

WINDOW CARDS

1 to 50		7c each
51 to 100		6c each
Over 100		5½c each

INSERT CARDS

1 to 25		25c each
26 to 50		22c each
51 to 100		20c each
Over 100		18c each

HERALDS

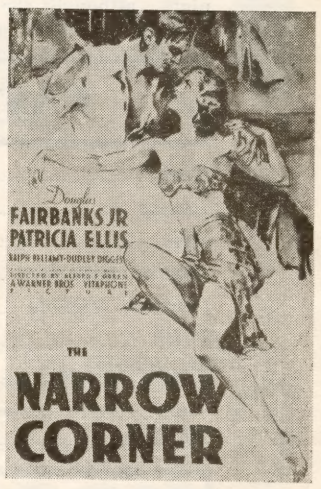
1M to 5M		$3.00 per M
Over 5M		2.75 per M

PHOTOS

11 x 14 Photos (8 in set—colored)		75c a set
22 x 28 Photos (2 in set—colored)		80c a set
Slides		15c each
Stills		10c each
Merchandising Plans		Gratis
Midget Window Card		4c each
Music Cues		Gratis

These prices apply to U. S. only

INSERT CARD



WINDOW CARD

SLIDE

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Wisconsin Center
for Film and Theater Research

http://wcftr.commarts.wisc.edu

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DIGITAL LIBRARY

www.mediahistoryproject.org